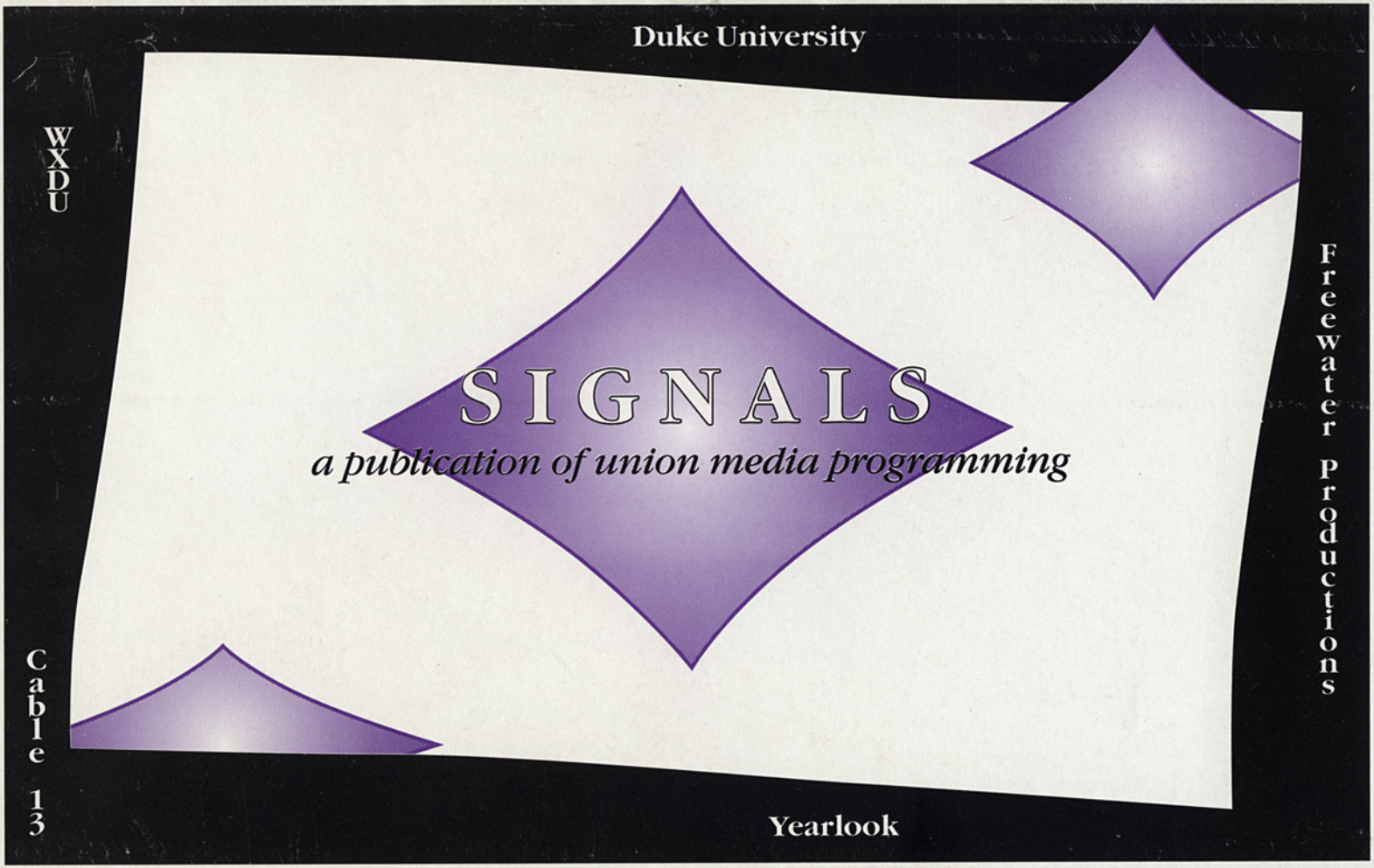
Duke University
WXDU
SIGNALS
a publication of union media programming
Freewater Productions
Cable 13
Yearlook

Foley Artist: The sound-effects specialist who manufactures all those really nasty sounds of bones-breaking, blood gushing, and aliens screeching as Sigourney Weaver's stunt woman kicks butt. Possibly has the coolest job ever, smashing watermelons and breaking beer bottles for a living. Gee, sounds like Joe Fraternity would be a great job candidate.

WXDU

88.7 FM and 90.7 FM
Giving you Tomorrow's Music Yesterday

What's up with the concept of "tomorrow's music yesterday"? Well, we'll try to give you an idea, so pay attention.

For years, WXDU has included on its playlist artists that you may have just recently begun listening to. You see, it takes the big executives in national radio and magazine years to realize these groups are talented and to decide to tell the general masses about them. WXDU on the other hand doesn't rely on the executives' decisions in determining what we are going to play, or what we think you may be interested in hearing. So, as things turn out, we end up playing *now* the music that the executives won't tell you you like for a few more years.

To give you a better idea of just what we mean, we have provided you with a partial list of the Top 100 Countdowns that we do each year to show which artists got the most airplay during that year. A quick look at the list elucidates the fact that WXDU, in any given year, has been playing what most people call "tomorrow's music" for quite some time.

1988

3. Sonic Youth, 5. Fishbone, 6. Midnight Oil, 8. The Church, 9. The Pixies, 14. Sinead O'Connor, 17. Royal Crescent Mob, 22. Drivin' N' Cryin', 23. The Smithereens, 40. Talking Heads.

1989

2. The Pixies, 6. De La Soul, 8. Drivin' N' Cryin', 10. Indigo Girls, 21. Mojo Nixon & Skid Roper, 23. Beastie Boys, 24. The Connells, 43. Lou Reed, 46. The Cure, 48. The BoDeans.

1990

3. Public Enemy, 9. Jane's Addiction, 14. Lou Reed and John Cale, 17. A Tribe Called Quest, 19. They Might Be Giants, 22. Boogie Down Productions, 37. Primus, 43. Lush.

1991

3. Nirvana, 4. The Pixies, 7. Public Enemy, 14. Ice-T, 21. Fugazi, 22. Red Hot Chili Peppers, 27. Billy Bragg, 29. Sonny Sharrock, 35. Anthrax.

1992

1. Sonic Youth, 4. Beastie Boys, 7. Screaming Trees, 34. Lou Reed, 37. PJ Harvey, 48. Dee-Lite, 50. Suzanne Vega, 51. Patsy Cline, 52. Dillon Fence, 59. Boogie Down Productions, 62. Sun Ra, 67. Miles Davis, 69. Ministry, 77. Spinal Tap, 89. Public Enemy, 97. House of Pain.

WXDU, however, doesn't just play music. We also bring you tomorrow's music through our sponsored concerts at the Coffeehouse on Duke's East Campus. These shows are usually quite inexpensive (around five bucks) and make for a pretty good time. Some past shows have included Pitchblende, Jawbox, Hazel, and Roger Manning. Look for our upcoming Coffeehouse Concert Schedule to get more information about our shows.

WXDU doesn't end there though. We also keep you updated on news and sports events that affect the Duke Community. Throughout the day, the staff arranges, compiles, and airs news updates in an effort to keep the Duke Community informed on campus-wide, local, and national issues. Additionally, our comprehensive sports department, run by some very able-bodied students, provides the Duke Community with extensive coverage of local and national sports events.

So, WXDU isn't just about providing you with great music. We are about bringing to you yesterday what will likely concern or interest you most tomorrow. WXDU FM 88.7 and 90.7. Check us out now, or wait a couple of days (or years) and hear about it later.

A Day in the Life of a WXDU DJ... (well, a couple of hours)

2:07 pm - Our hero, D. Jay Smith, while relaxing in his cozy West Campus dorm room, realizes he's got to be at the West Campus bus stop in 3 minutes to catch the bus to East before his show - see ya!

2:29 pm - After a slow bus ride and an endless walk from the East Campus bus stop to the radio station, he enters the WXDU front door and proceeds to the lounge to check his mailbox. It's empty, but he'll get over it.

2:33 pm - After having greeted the on-air DJ with a casual "what's up", Jay finds himself upstairs in the record library (that's right - vinyl!) searching for his afternoon selections. After gathering his records, Jay carries out his latest innovation:

he closes his eyes, spins around three times and picks a record at random - the "adventure pick".

2:54 pm - Jay finishes his browse through the CD library, which is housed in the master control room, the very same place Jay will spend the next two hours weaving his magic. The DJ ahead of him puts on a 5 minute song, then disappears, leaving the station in the hands of the ever-capable D. Jay Smith.

3:11 pm - Preparing to speak to his vast listening audience, Jay puts on the headphones ('cause that's what you do) and turns up the microphone. "You are tuned to WXDU Durham, 88.7 FM. My name's Jay, and I'll be around until 5, at which point you'll be treated to 3 hours of jazz. Until then, more new music, starting with Public Enemy." Jay then proceeds to play a Patsy Cline tune. Oops. Close enough.

3:45 pm - Jay leans back in his chair and relaxes to the soothing sounds of Embalmer, his new favorite death metal group. Life is good.

4:10 pm - Jay gets his second request of the afternoon, some guy wanting to hear "punk rock, dude." So Jay grabs the Sex Pistols album, cues it up on turntable 3 (that means preparing it for airplay), and lets it rip as soon as the Beach Boys finish their harmonizing. Jay sighs, "Ahh, now this is punk rock...dude."

4:40 pm - Jay stares into space (it's not all explosive, hard-hitting action, you know.)

4:58 pm - As Jay prepares to hand the reins over to the jazz dj, he pops a promo cart (that's radio jargon for a promotional piece on a tape cartridge) into the cart machine. It extols the virtues of WXDU, opening with the inspirational phrase "At WXDU, Durham, we like to scream..."

5:12 pm - Jay has refiled his records and CD's and now ambles out the front door, humming the theme from the Jeffersons. He's not sure why.

YEARLOOK

Welcome to DUKE YEARLOOK, Duke University's video yearbook! Every year the DUKE YEARLOOK Production Team captures all the spirit and excitement of campus on video. From lazy days on the quad and casual meals at the Rat, to the thrill of Duke basketball and the bittersweet triumph of graduation, DUKE YEARLOOK is there to record all the memories. Thanks to DUKE YEARLOOK your college years will not be forgotten.

Duke University is particularly proud of DUKE YEARLOOK because not only is it one of the best video yearbooks produced anywhere in the country, but it was also the very first! In 1981, students at Duke University produced the world's first video yearbook and it came to be called DUKE YEARLOOK. Since then, schools all over the country have begun producing their own video yearbooks.

DUKE YEARLOOK has been featured in stories by Seventeen